

Versata 2307
Ford v. Versata
IPD2017-00150

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Search Criteria

Company:

VERSATA SOFTWARE INC

Date Range: Last five years (05/2011 to 05/2016)

Litigation Refinements

Practice Area:

Intellectual Property - Patents

Intellectual Property: Generally

Intellectual Property - Copyrights

VERSATA SOFTWARE INC Business Description

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Date: May 18, 2016

Location: 401 Congress Ave Ste 2600
Austin, TX78701-3744
United States
Phone: 512-524-6149
Fax: 512-874-8900
Toll-free:
Website: <http://www.trilogy.com>

Ticker Information: Company Type: Private
Stock Exchange: Ticker Symbol:

Business Description: Trilogy helps your customers return again and again and again. The company's software helps large corporations manage complex sales and purchasing channels that involve extensive product lines and high transaction volumes. Customers use its software to integrate and manage sales, distribution, and supplier channels, as well as for content management and data integration. In addition, the company provides professional services such as consulting and support. Customers have included General Motors, Ford, Goodyear, Nissan, and Penn Mutual Life. Founder and CEO Joe Liemandt is the controlling shareholder of the company.

Trilogy has refocused its operations around two core market sectors -- automotive and telecommunications. The company has also expanded internationally, opening offices in China and India. In early 2009 the company attempted a hostile takeover of Autobytel but failed when Autobytel's board of directors rejected its offer and recommended that shareholders reject Trilogy's offer.

Trilogy acquired Versata in 2006 for about \$3 million. Trilogy then merged portions of the company (primarily its Trilogy Technology Group) into Versata as part of a broad reorganization that also included moving most technical positions offshore to its office in Bangalore, India.

Versata has been active on the acquisition front in recent years, purchasing Artemis International, Nextance, and Gensym in 2006-2007. The Versata acquisitions continued in 2008 with the purchases of NUVO Network Management, TenFold, Clear Technology, Evolutionary Technologies International, and Ecora Software, with Everest Software joining the fold in 2009.

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Hoover's In-Depth Company Records

Date: May 18, 2016

Trilogy Enterprises, Inc.

Overview

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